

WHAT IS CLAIMED IS:

1. A process for preparing a microencapsulated pigment, which comprises adding a polymerizable surfactant having a hydrophilic group, a hydrophobic group and a polymerizable group, a polymerization initiator and an aqueous medium to a wet pigment, and conducting emulsion polymerization to encapsulate pigment particles with a polymer.

2. A process for preparing a microencapsulated pigment, which comprises adding a polymerizable surfactant having a hydrophilic group, a hydrophobic group and a polymerizable group, a comonomer copolymerizable with the polymerizable surfactant, a polymerization initiator and an aqueous medium to a wet pigment, and conducting emulsion polymerization to encapsulate pigment particles with a copolymer.

3. The process according to claim 2, wherein the comonomer is a hydrophilic monomer and/or a hydrophobic monomer.

4. The process according to claim 3, wherein the hydrophobic monomer has at least a hydrophobic group and a

polymerizable group in its structure, and the hydrophobic group is selected from the group consisting of aliphatic hydrocarbon groups, alicyclic hydrocarbon groups and aromatic hydrocarbon groups.

5. The process according to claim 3, wherein the hydrophilic monomer has at least a hydrophilic group and a polymerizable group in its structure, and the hydrophilic group is selected from the group consisting of a sulfonic acid group, a sulfinic acid group, a carboxyl group, a carbonyl group, salts of these groups, a hydroxyl group, an oxyethylene group, an amido group and an amino group.

6. The process according to any one of claims 2 to 5, wherein the polymerizable group of the comonomer is a radically polymerizable unsaturated hydrocarbon group selected from the group consisting of a vinyl group, an allyl group, an acryloyl group, a methacryloyl group, a propenyl group, a vinylidene group and a vinylene group.

7. The process according to any one of claims 1 to 6, wherein the pigment constituting the pigment particles is carbon black or an organic pigment.

8. The process according to any one of claims 1 to 7, wherein the polymerizable group of the polymerizable surfactant is a group selected from the group consisting of a vinyl group, an allyl group, an acryloyl group, a methacryloyl group, a propenyl group, a vinylidene group and a vinylene group.

9. The process according to any one of claims 1 to 8, wherein the hydrophilic group of the polymerizable surfactant is an anionic group selected from the group consisting of a sulfonic acid group, a sulfinic acid group, a carboxyl group, a carbonyl group and salts of these groups, and/or a nonionic group selected from the group consisting of a hydroxyl group and an oxyethylene group.

10. The process according to any one of claims 1 to 9, wherein the hydrophobic group of the polymerizable surfactant is a group selected from the group consisting of alkyl groups, aryl groups and combinations thereof.

11. A microencapsulated pigment obtained by using the process according to any one of claims 1 to 10.

12. The microencapsulated pigment according to claim 11, which has an aspect ratio of 1.0 to 1.3, and a Zingg index of 1.0 to 1.3.

13. An aqueous dispersion containing the microencapsulated pigment according to claim 11 or 12.

14. An ink for ink jet recording containing the aqueous dispersion according to claim 13.

15. An ink for ink jet recording containing an aqueous dispersion of a microencapsulated pigment in which pigment particles are encapsulated with a polymer,

wherein the microencapsulated pigment is formed by adding a polymerizable surfactant having a hydrophilic group, a hydrophobic group and a polymerizable group, a polymerization initiator and an aqueous medium to a wet pigment, and conducting emulsion polymerization, and

wherein the aqueous dispersion has been subjected to purification treatment, and the concentration of unreacted polymerizable surfactant after the purification treatment is 50000 ppm or less based on the aqueous component in the aqueous dispersion.

16. An ink for ink jet recording containing an aqueous dispersion of a microencapsulated pigment in which pigment particles are encapsulated with a polymer,

wherein the microencapsulated pigment is formed by adding a polymerizable surfactant having a hydrophilic group, a hydrophobic group and a polymerizable group, a comonomer copolymerizable with the polymerizable surfactant, a polymerization initiator and an aqueous medium to a wet pigment, and conducting emulsion polymerization, and

wherein the aqueous dispersion has been subjected to purification treatment, and the total concentration of unreacted polymerizable surfactant and comonomer after the purification treatment is 50000 ppm or less based on the aqueous component in the aqueous dispersion.

17. An ink for ink jet recording containing at least the microencapsulated pigment according to claim 11 or 12 and water.

18. The ink for ink jet recording according to any one of claims 14 to 17, further containing a water-soluble organic solvent.

19. The ink for ink jet recording according to claim 18, wherein the water-soluble organic solvent is a high boiling water-soluble organic solvent having a boiling point of 180°C or higher.

20. The ink for ink jet recording according to claim 18 or 19, wherein the water-soluble organic solvent contains at least one compound selected from the group consisting of glycerol, an alkyl ether of a polyhydric alcohol and an 1,2-alkyldiol.

21. The ink for ink jet recording according to any one of claims 14 to 20, further containing a solid wetting agent in an amount of 3% to 20% by weight based on the total weight of the ink for ink jet recording.

22. The ink for ink jet recording according to claim 21, wherein the solid wetting agent is trimethylolpropane and/or 1,2,6-hexanetriol.

23. The ink for ink jet recording according to any one of claims 14 to 22, further containing a surfactant.

24. The ink for ink jet recording according to claim 23, wherein the surfactant is an acetylene glycol-

based surfactant and/or an acetylene alcohol-based surfactant.

25. The ink for ink jet recording according to any one of claims 14 to 24, further containing a saccharide.